



FEDERATED INSURANCE® **DISTRACTED DRIVING**

BEST PRACTICES FOR ELIMINATING DISTRACTIONS CAUSED BY CELL PHONES AND OTHER ELECTRONIC DEVICES

As a national insurer of commercial vehicles, we have seen the devastating effects technology can have when allowed to distract drivers from their most important task—driving. We strongly encourage your business to develop a clear, unequivocal, and enforced policy against the use of cell phones and other electronic devices while driving.

Implementing these policies does not require your business to lose communication with your drivers or decrease efficiency. By putting the proper policies and procedures in place, communication can be maintained and efficiencies can be increased by requiring drivers to concentrate on the tasks at hand.

Here are some best practices to help enforce your distracted driving policy and effectively eliminate the use of cell phones and other electronic devices while driving.

- Develop a company policy that encourages drivers not to use cell phones and other electronic devices while driving.
- Many businesses have found success with a company policy that requires drivers to pull over to answer calls or respond. These policies typically include practices to reach employees by calling or paging the drivers once to inform them to call the office as soon as they stop for non-emergencies and, for more urgent matters, to call or page the driver twice (back to back) as a notification to pull over immediately and get in contact with the office.
- Having drivers create voicemail greetings that include a statement explaining that they cannot answer their phones while driving, but will reply as soon as they have the opportunity, is another practice businesses use to reinforce the company policy and still provide great customer service.
- Many businesses are also considering the use of safety technologies that restrict or monitor usage of electronic devices and cell phones while driving.

There are many different companies and safety technologies available to help restrict electronic distractions while driving. To help you get started with your search, we have listed several providers specializing in this type of safety technology. This is not an exhaustive list and the companies listed are third-party vendors with no affiliation with Federated Insurance.

Cellcontrol™**

Cellcontrol is a leading technology to stop distracted driving for families and businesses. The Cellcontrol solution provides an accurate, reliable, and enforceable way to stop dangerous texting, e-mailing, Web browsing, and phone usage while your vehicle is moving, without the false positives or battery drain associated with GPS-based solutions. Cellcontrol's patent-pending solution covers all cars built since 1996 and more than 1,200 phones, smartphones, laptops, and tablets.

For more information, visit www.cellcontrol.com or call 1.888.896.9753.

Key2SafeDriving™ (K2SD)**

Key2SafeDriving is a profile-driven system for limiting cell phone usage while driving. K2SD reroutes calls directly to voicemail and sends automated text message responses saying that drivers will respond when they have safely reached their destination.

For more information, visit them on the Web at <http://www.key2safedriving.com> or by phone at 1.801.810.5273.

MobiLoc by mobileLutions™**

MobiLoc removes the temptation by your employees to use a smartphone while driving. This means they cannot text, e-mail, or browse the internet while moving, therefore, which should result in fewer accidents and less risk. When the vehicle stops, everything is immediately available. MobiLoc is an affordable solution for any size firm.

For more information, visit them on the Web at <http://www.mobilelutions.com> or by phone at 1.855.662.4562.

txtBlocker™**

txtBlocker is a cell phone safety service that stops texting, calling, e-mailing, and browsing while a user is driving by limiting calls to SafeList contacts and 911. It also sends an automatic message to incoming texts and calls explaining that you are driving and you will reply when able.

For more information, visit them on the Web at <http://www.txtblocker.com> or by phone at 1.919.451.7903.

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